



WEWS

ORDER

Flight Dates **10/10/12-10/16/12**

Contract / Revision **314210 /** Product **Romney For President 10.10-10.16.**

Original Date / Revision **10/08/12 10/09/12** Agency Com **15%**

Advertiser **Romney / Republican / Presi**
Billing Contact **138 Conant Street**
Beverly, MA 01915

Agency **American Rambler Producti**

Buying Contact Sales Office **EWSDC**
Sales Region **NAT**
Agency Ref

138 Conant Street
Beverly, MA 01915

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Sep **00:20:00**
Estimate # **Order # 473 10.10-10.16.12**
Alt Order #
Billing Type **Cash**
Order Type **GENERAL**
Billing Cycle **EOM/EOC**
Billing Calendar **BROADCAST**
Demographic **A35+**
Rev Codes **POL POL CAND**
Product Codes **PL**
Priority **P-2**
Advertiser Ref

Order Share 100% Market Value 265325

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	143	\$225,526.25	\$265,325.00	0.00	10/01/12	10/16/12	143	\$225,526.25	\$265,325.00
Totals	143	\$225,526.25	\$265,325.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	10/10/12	10/16/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$650.00	P-2	0.00	NM	10	\$5,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		6				\$550.00		0.00			
		Week: 10/15/12	10/21/12	MT-----		4				\$650.00		0.00			
N 2	WEWS	10/10/12	10/16/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	10	\$6,400.00



WEWS

Print Date: 10/10/12

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Contract / Revision **314210** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney For President 10.10** Estimate # **Order # 473 10.10-10.16.12**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	10/10/12	10/16/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$600.00	P-2	0.00	NM	10	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/08/12	10/14/12	--WTF--	6		\$600.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$700.00		0.00						
N 3	WEWS	10/10/12	10/16/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	6	\$550.00	P-2	0.00	NM	10	\$5,900.00
Week:		10/08/12	10/14/12	--WTF--	6		\$550.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$650.00		0.00						
N 4	WEWS	10/10/12	10/16/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	6	\$550.00	P-2	0.00	NM	10	\$5,900.00
Week:		10/08/12	10/14/12	--WTF--	6		\$550.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$650.00		0.00						
N 5	WEWS	10/10/12	10/16/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	6	\$1,300.00	P-2	0.00	NM	10	\$12,600.00
Week:		10/08/12	10/14/12	--WTF--	6		\$1,300.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$1,200.00		0.00						
N 6	WEWS	10/10/12	10/16/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	MTWTF--	:30	6	\$800.00	P-2	0.00	NM	10	\$8,800.00
Week:		10/08/12	10/14/12	--WTF--	6		\$800.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$1,000.00		0.00						
N 7	WEWS	10/10/12	10/16/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	6	\$1,400.00	P-1	0.00	NM	9	\$13,200.00
Week:		10/08/12	10/14/12	--WTF--	6		\$1,400.00		0.00						
Week:		10/15/12	10/21/12	MT-----	3		\$1,600.00		0.00						
N 8	WEWS	10/10/12	10/16/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$950.00	P-2	0.00	NM	10	\$10,500.00
Week:		10/08/12	10/14/12	--WTF--	6		\$950.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$1,200.00		0.00						
N 9	WEWS	10/10/12	10/16/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	6	\$1,300.00	P-2	0.00	NM	10	\$15,000.00
Week:		10/08/12	10/14/12	--WTF--	6		\$1,300.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$1,800.00		0.00						
N 10	WEWS	10/10/12	10/16/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF--	:30	6	\$2,400.00	P-2	0.00	NM	10	\$24,000.00
Week:		10/08/12	10/14/12	--WTF--	6		\$2,400.00		0.00						
Week:		10/15/12	10/21/12	MT-----	4		\$2,400.00		0.00						
N 11	WEWS	10/10/12	10/16/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	5	\$7,400.00
Week:		10/08/12	10/14/12	--WTF--	3		\$1,400.00		0.00						
Week:		10/15/12	10/21/12	MT-----	2		\$1,600.00		0.00						
N 12	WEWS	10/10/12	10/16/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	6	\$400.00	P-2	0.00	NM	10	\$5,000.00



WEWS

Print Date: 10/10/12

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Contract / Revision **314210** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney For President 10.10** Estimate # **Order # 473 10.10-10.16.12**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	10/10/12	10/16/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	6	\$400.00	P-2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--					6	\$400.00		0.00			
		Week: 10/15/12	10/21/12	MT-----					4	\$650.00		0.00			
N 13	WEWS	10/10/12	10/16/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	2	\$18,000.00	P-2	0.00	NM	2	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					2	\$18,000.00		0.00			
N 14	WEWS	10/10/12	10/16/12	Monday Prime C Monday Prime C	CM	10-11p	M-----	:30	2	\$14,000.00	P-2	0.00	NM	2	\$28,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					2	\$14,000.00		0.00			
N 15	WEWS	10/10/12	10/16/12	Wednesday Prime A Wednesday Prime A	CM	8-9p	--W----	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--W----					2	\$5,000.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 16	WEWS	10/10/12	10/16/12	Friday Prime A Friday Prime A	CM	8-9p	----F--	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					2	\$3,500.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 17	WEWS	10/10/12	10/16/12	Friday Prime B Friday Prime B	CM	9-10p	----F--	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					2	\$4,500.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 18	WEWS	10/10/12	10/16/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	2	\$4,500.00	P-2	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--					2	\$4,500.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 19	WEWS	10/10/12	10/16/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					2	\$400.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 20	WEWS	10/10/12	10/16/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	2	\$775.00	P-1	0.00	NM	2	\$1,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					2	\$775.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 21	WEWS	10/10/12	10/16/12	Nascar Series Nascar Series	CM	12p-12x	-----S-	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					3	\$2,000.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
N 22	WEWS	10/10/12	10/16/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00



Hiatus Dates

Order Sep 00:20:00

Advertiser Romney / Republican / Pres **Product** Romney For President 10.1 **Estimate #** **Order #** 473 10.10-10.16.12

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	WEWS	10/10/12	10/16/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$775.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
N23	WEWS	10/10/12	10/16/12	SU This Week 9-10a SU This Week 9-10a	CM	9-10a	-----S	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$300.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
N24	WEWS	10/10/12	10/16/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$1,300.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
N25	WEWS	10/10/12	10/16/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		2				\$5,000.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
N26	WEWS	10/10/12	10/16/12	Sunday Prime B Sunday Prime B	CM	8-9p	-----S	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$14,000.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
N27	WEWS	10/10/12	10/16/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$7,000.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
N28	WEWS	10/10/12	10/16/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1				\$2,400.00		0.00			
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00			
Totals														143	\$265,325.00